



Gabriel Cantu

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Mission Statement

Edgewood ISD provides an exceptional learning experience that engages, empowers, and prepares students to compete and reach their highest potential in an ever-changing World.

Vision

For every child, success in life.
Edgewood Proud!

Goal 2: Focus Students, Families and Community

- The Superintendent will increase communication and visibility between parents, students, teachers, and community regarding the educational process, school, events, and a comprehensive plan that addresses family/resource and social services.
- The Superintendent will provide the School Board with a comprehensive communications plan that supports the branding and marketing of the district.
- The Superintendent will provide the School Board with a comprehensive plan that addresses safety and security.



Communications Analyst

Biography:

Gabriel currently is the Communication Analyst at Edgewood Independent School District. Prior to EISD, Gabriel worked in the Office of Public Relations at Point Isabel ISD and gained expertise in photography, news writing and social media management as an intern at the University of Texas-Pan American and Attention Empire, a guerrilla marketing agency. Gabriel is a graduate of the University of Texas-Pan American and is a member of the Texas School Public Relations Association.

WHAT MATTERS TO ME

Highlighting School District Success:



Connecting with Community:



Supporting Faculty & Staff:



Communications Analyst Roles and Responsibilities:

- Write, edit and create layouts for division publications, information displays and the division’s external website and Intranet; assist in the production of multimedia presentations.
- Assist in the planning and coordination of district programs and media events; photograph programs and event publications, the website and/or news media.
- Maintain confidential information appropriately and exercise good judgment when communicating with the public.
- Monitors the web and social media platforms and identifies innovative opportunities to engage our constituents and audience.
- Represents the district professionally and ethically to internal and external clients.
- Represents the district at networking events, after-hour community engagement events and other related opportunities in a professional and effective manner.